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1989 LONGWOOD MEDICAL AREA
COMMERCIAL INVENTORY

APRIL 1989
MASCO AREA
PLANNING DEPARTMENT





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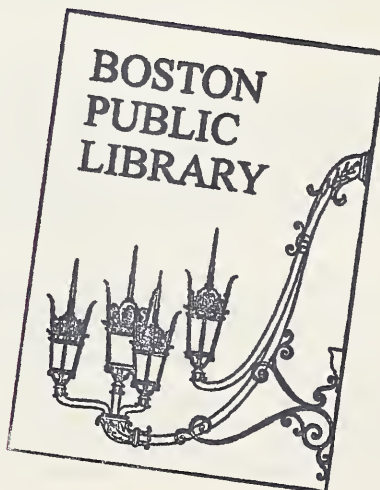
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INTRODUCTION

The 1989 Commercial Inventory is the first update of commercial uses in the Longwood Medical Area (IMA) since an inventory was conducted by PlanComm Associates in 1978. The 1989 Commercial Inventory lists the percentage change from 1978 to 1988 for each category of commercial use (i.e. bank, retail, restaurant, etc.; Table 1). It lists each commercial business by name, address, owner, and length of tenure (Table 2), and presents an analysis and conclusions regarding changes in commercial uses in the Longwood Medical Area during the ten-year period. Commercial uses include all retail and service functions that are located at or near street level. Commercial uses that sell medically-related items are included only if they are dispensary, such as those found at pharmacies. Commercial uses inside hospitals are included only if they have an independent entrance or have access near the main lobby entrance.

Boundaries for the 1989 Commercial Inventory are: The Riverway between its two intersections with Brookline Avenue, The Fenway from Brookline Avenue to Louis Prang Street, Louis Prang Street to Huntington Avenue, Huntington Avenue from Louis Prang Street to Wait Street and Fenwood Road, Tremont Street from Huntington Avenue to Wigglesworth Street, and Francis Street from Huntington Avenue to Brookline Avenue (see Map 1). The inventory boundaries were extended beyond typical IMA inventory boundaries to encompass the Brigham Circle business district. The 1978 inventory boundaries were extended on Huntington Avenue beyond Wait Street; 1989 inventory boundaries were selected for consistency with other MASCO-produced inventories and studies in the IMA.

All data used in this inventory were gathered through field observations, interviews, and the City of Boston Assessing Department records.

METHODOLOGY

Commercial use categories from the 1978 inventory and the current inventory were plotted on base maps to determine locational changes of commercial businesses within the study area. Base maps and Tables 1 and 2 were analyzed to determine locational shifts and changes of commercial uses in the IMA and to help forecast future trends in the demand and location of IMA commercial development. The inventory helps to determine which types of commercial uses are thriving in the IMA and which are not.

The 1989 Commercial Inventory boundaries are different from the 1978 Commercial Inventory boundaries. Commercial uses that were within the 1978 boundaries but outside of the 1989 boundaries were not included in the analysis of commercial use locational shifts and changes in the IMA.

For the purpose of the Commercial Inventory, businesses that sell clothing and related items are classified under the Apparel/Accessory use category. Businesses that sell other goods, such as photo equipment or dishware, are classified under Retail use, even though some of these businesses may sell clothing as well.

Businesses classified under the Drug Store/Pharmacy use may sell clothing and other retail-related items, but are classified under the Drug Store/Pharmacy use because they sell products not found at apparel and retail stores.

ANALYSIS

Apparel/Accessory

The Apparel/Accessory use saw little change during the 1978 to 1988 period. The number of businesses in this category remained the same, although there was a small shift in location. Tweed Sportswear, on Brookline Avenue, is the only store in this category existing from the 1978 inventory; ownership of the store has changed. Two new businesses exist at locations that supported similar businesses in 1978. Two businesses from 1978 no longer exist (on Brookline Avenue and Pilgrim Road) and two new businesses opened, one on Brookline Avenue and the other on Huntington Avenue at the Brigham Circle business district.

Bank Branch

It was considered noteworthy in the 1978 inventory that the Longwood Medical Area was chosen as a location for 7 bank branch offices. The number of bank branches in the IMA has continued to grow in the ten-year period from 1978-1988 to 10 branches. The IMA is a major employer in the Boston area and is a good place to provide banking services. The general location of banks in the IMA has not changed greatly over the ten-year period. One bank on Brookline Avenue (Boston Five) has been at the same address since the 1978 study. Three banks in the Brigham Circle area have changed names and ownership, but not location. Two bank offices are strictly automatic transaction machines (ATM's), one on Brookline Avenue and one on Tremont Street. Brookline Avenue lost and then gained two bank branches; one (BayBank) opened on Longwood Avenue. The Medical Area Federal Credit Union at 221 Longwood Avenue, while not an actual bank, was included in this category.

Barber/Beauty Shop

The Barber/Beauty Shop use category declined from 4 to 3 businesses during the ten-year period. One business (Classic Barbers) near the Brookline and Longwood intersection no longer exists, while another (Advantage Hair Stylists) opened nearby. One business in the Brigham Circle area no longer exists, and two locations in Brigham Circle support Barber/Beauty uses as they did in the 1978 inventory, but under different names. One business that was listed in the previous inventory was not included due to a change in the inventory boundaries.

Drug Store/Pharmacy

The number of businesses under the Drug Store/Pharmacy use category did not

change during the ten-year period. Three still exist under the same name and ownership (Arrigo Brothers Pharmacy at 110 Francis Street, Sparr's Drug Store at the Huntington and Longwood intersection, and Fermoy's Drugs at Brigham Circle). Two businesses from the 1978 inventory no longer exist in the inventory area but have been replaced. Drug Store/Pharmacy uses are among three uses (including the Service Station and Restaurant/Pub categories) widely dispersed in the IMA.

Service Station

Service Station uses have increased from 4 to 6 and all except one are located on or near the Huntington Avenue corridor. The one exception (Getty Station) is located at the Brookline Avenue and Francis Street intersection. The four locations that supported Service Station uses in 1978 still do under different names; three have changed ownership. Two new stations have opened on Huntington Avenue since the 1978 inventory.

Grocer/Food Store

The number of businesses under the Grocer/Food Store use category has not changed since 1978; two locations housing businesses of this type in 1978 still do under different names. One major grocer (Giant Valu Discount Food) no longer exists in the area, leaving the convenience and small market to serve customers. Of the three businesses under this category in the IMA, two are located in the Brigham Circle area, one on Brookline Avenue. Ownership of one use existing in 1978 has changed.

Liquor Store

The Liquor Store use category declined slightly from 4 to 3 businesses over the ten-year period. Of the four liquor stores existing in 1978, one (O'Neill's Liquor Mart on Tremont Street) closed and one (Fenwood Liquors) changed its name. The other two liquor stores have the same name; all existing liquor stores have changed owners since the 1978 inventory.

Professional Office

Businesses under the Professional Office use category showed a relatively minor increase from 3 to 4 businesses over the ten-year period. Two of the existing uses are in Brigham Circle; the other two are located at the Richardson Fuller Building (221 Longwood Avenue). Only one business (Dr. Robert M. Shulman, Optometrist) exists from the 1978 inventory; the business changed address but remained in Brigham Circle.

Restaurant/Pub

The Restaurant/Pub use category is the largest of categories in the Longwood Medical Area, accounting for 31% of all commercial uses. Although Restaurant/Pub businesses are located in Brigham Circle and on Brookline Avenue, they are more dispersed than other commercial uses in those areas. In Brigham Circle, five businesses exist from the 1978 inventory, three no longer exist, but four new restaurants have opened in the past ten years. Two restaurants in the 1978 inventory were not included in the current inventory due to boundary changes. Restaurant/Pub uses near the Brookline

Avenue and Longwood Avenue intersection increased dramatically due to the opening of the Longwood Galleria, a mixed-use development with nine businesses in this category. It is interesting to note that the Brigham and Women's Hospital, a private institution, houses three uses in this category. Au Bon Pain is located in the main lobby at 75 Francis Street, one Pat's Place is located at 221 Longwood Avenue and a second Pat's Place is located at the Peter Bent Brigham Hospital Building. Of the seven businesses existing from the 1978 inventory, five have changed ownership.

Retail

Retail uses in the IMA have shown a substantial increase from 6 to 12 since 1978. They follow the same general locational pattern as other commercial uses in the IMA, but are somewhat more widespread in location. One business (Flowers of Boston) has remained the same in name, owner, and location since 1978. Three locations (one on Brookline Avenue and two in Brigham Circle) house different businesses from 1978, but all are classified as retail. Two uses in the 1978 inventory were not included due to inventory boundary changes. Retail uses in the IMA are quite diverse, ranging from a computer/photo store to a movie rental store.

Other

Uses in the Other category have remained constant in number, discounting three businesses outside the 1989 inventory boundaries (but within 1978 boundaries). It is interesting to note that no businesses from the 1978 inventory exist at this time. A locational shift of businesses occurred from Brigham Circle to the Brookline Avenue and Longwood Avenue intersection. Only one business in this category remains in the Brigham Circle area (Dr. Robert M. Shulman, Optometrist). The four businesses in this category range from a hotel to a travel agency.

CONCLUSIONS

Commercial uses that declined during the ten-year period (1978-1988) were Beauty/Barber and Liquor Store uses. The Brigham Circle area supports the majority of the Beauty/Barber uses today, as in 1978. Many of the Beauty/Barber customers may live in the Mission Hill neighborhood, which could explain why the Beauty/Barber uses continue to locate at Brigham Circle. The fact that one Beauty/Barber use is located within the IMA indicates the lack of support from IMA employees, students, and visitors for this type of use. It may be difficult for a business in this category to develop an established clientele in the IMA. The Brigham Circle area lost one business in this category over the ten-year period, possibly due to a lack of customer support for all three businesses in this category. Growth of uses in this category seems likely to be very minor, if at all.

Liquor store locations are located near Beauty/Barber business locations in the inventory area. Like Beauty/Barber use customers, many Brigham Circle Liquor Store use customers may live in the Mission Hill neighborhood. The

Brigham Circle area supports liquor stores because of its close proximity to the Mission Hill neighborhood. The reason the Circle lost one liquor store between 1978 and 1988 may be due to a lack of customer support. Future growth of uses in this category, like Beauty/Barber uses, may be minimal.

Among the three commercial uses that increased between 1978 and 1988, Retail and Restaurant/Pub use categories showed the largest gains. Retail uses near the Brookline/Longwood intersection increased markedly, as did other use categories near this intersection while the number of retail businesses in Brigham Circle remained constant during the ten-year period, probably due to an unchanging need for such businesses from the surrounding neighborhood. The Longwood Galleria and 333 Longwood Avenue began to fill a need for retail and restaurant uses within the IMA boundaries. If land were available at the Brookline/Longwood intersection, retail and restaurant development would likely continue.

The number of Restaurant/Pub uses located in the Brigham Circle area remained nearly the same over the ten-year period, again probably due to an unchanging demand for restaurants and pubs from the surrounding neighborhood. The Longwood Galleria development has been largely responsible for the increase in such uses at the Brookline/Longwood intersection and its success demonstrates the need for businesses in this category within the boundaries of the IMA. Again, if land were available at the Brookline/Longwood intersection future Restaurant/Pub use development would likely continue. The IMA's population can easily support additional restaurants and pubs.

Although the Bank Branch category increase is not as pronounced as Retail and Restaurant/Pub uses, it indicates that the IMA is a practical location for bank branches due to the number of employees and students here. Brookline and Longwood avenues and the Brigham Circle area are nearly equal in the number of banks branches, demonstrating that both areas are good bank locations.

It is unclear why service station uses have increased within the study period, other than a possible link with increasing traffic volume on Huntington Avenue, where most service stations are located, and in the IMA; this may create an increased demand. Service stations may be less likely than liquor stores or barber shops to develop a small neighborhood customer base; since the service station use customer base may be larger and from a geographically wider area, the medical area may be able to support additional uses of this type. There has been a relatively small increase in the Professional Office use category; only one businesses from the 1978 inventory exist today. Commercial uses in this category continue to be service and medical oriented. Medically-oriented uses in this category have increased, which may be a reflection of the growth of the surrounding medical community. The Professional Office category may continue its medically-oriented shift; this type of commercial use is most compatible with the IMA's focus.

Table 1

LONGWOOD MEDICAL AREA COMMERCIAL INVENTORY
 MEDICAL AREA SERVICE CORPORATION
 MARCH 1989

<u>COMMERCIAL USE</u>	<u>EXISTING (1988)</u>	<u>EXISTING (1978)</u>	<u>PERCENT CHANGE</u>
Apparel/Accessory	5	5	+ 0
Bank Branch	10	7	+43
Beauty/Barber Shop	3	4 (1) *	-25
Drug Store/Pharmacy	5	5	+ 0
Service Station	6	4	+50
Grocery/Food Store	3	3	+ 0
Liquor Store	3	4	-25
Professional Office	4	3	+33
Restaurant/Pub	25	15 (2)	+67
Retail	12	6 (2)	+100
Other	4	4 (3)	+ 0
TOTAL USES:	80	60 (8)	+33

* Parentheses indicate businesses within 1978 but not 1988 inventory boundaries; percentage changes were calculated using number outside parentheses; total number for 1978 uses equals sum of numbers in and outside parentheses under 1978 column

Table 2

LONGWOOD MEDICAL AREA COMMERCIAL INVENTORY
 MEDICAL AREA SERVICE CORPORATION
 MARCH 1989

<u>ADDRESS</u>	<u>BUSINESS</u>	<u>YEARS</u>	<u>OWNER</u>
411 Brookline Ave	Flowers of Boston	Over 10	Stephan C. Ullian, Trust
415 ""	Au Bon Pain	1 To 10	JDC
423 ""	Copies Now	1 To 10	JDC
427 ""	Christy's Market	1 To 10	JDC
433 ""	Hospital Center Pharmacy	Over 10	JDC
435 ""	Boston Five	Over 10	JDC
440 ""	Bank of Boston	Under 1	DFCI
441 ""	BayBank	Under 1	NEDH
445 ""	Tweed Sportsware	Over 10	NEDH
449 ""	Epicure Liquor	Over 10	NEDH
451 ""	Chuck's Sub Shop	Over 10	NEDH
453 ""	Ferranti-Dege	1 to 10	NEDH
459 ""	Winsor Cafe	Over 10	NEDH
475 ""	Getty Station	Over 10	NEDH
2 Francis Street	Bank of New England	Over 10	Bank of New England N.A.
75 ""	Au Bon Pain	Under 1	BWH
75 ""	Pat's Place	1 to 10	BWH
75 ""	Photo Art Service	1 to 10	BWH
110 ""	Arrigo Brothers Pharmacy	Over 10	NEDH
525 Huntington Ave	Texaco Service Station	Over 10	Texaco, Inc.
541 ""	Wentworth Service Station	Over 10	Arthur Vechon

634	""	Sunoco Service Station	N/A	Kosta Papoulidis Trust
635	""	Sparr's Drug Store	Over 10	Arthur Sparr Trust
660	""	Subs 'n Such	Over 10	Maco Associates
662	""	Mobil Service Station	Over 10	Eustathanios Demetriades
682	""	Huntington Avenue Pizza	Under 1	George Voulalas, Etal
698	""	Brigham Guest House	Over 10	Francis L. Fabino
714	""	Chic Clearance	1 to 10	John H. O'Neill, Jr.
716	""	Jim's Restaurant	Over 10	John H. O'Neill, Jr.
720-22	""	Fermoyle Drugs	Over 10	John H. O'Neill, Jr.
724	""	Choppin' Block Pub	Over 10	John H. O'Neill, Jr.
728	""	China Circle	Over 10	Harvard College Pres.
732	""	Brigham Liquors	Over 10	Harvard College Pres.
733	""	Mississippi's Cafe/ Restaurant	1 to 10	Harvard College Pres.
735-36	""	Bob's Best Cakes	1 to 10	Harvard College Pres.
737	""	5th Avenue Fashions	1 to 10	Harvard College Pres.
738	""	Kwik-E Sub Shop	Over 10	Harvard College Pres.
741	""	Dr. Mark/Gary Nankin Dental Office	1 to 10	Harvard College Pres.
742	""	Bonney Bros. Dry Cleaning/Tailor	N/A	Harvard College Pres.
746	""	Phase II Unisex Salon	Over 10	Robert M. Shulman
747	""	The Print House	N/A	Robert M. Shulman
748	""	Fashion Fabrics	1 to 10	Robert M. Shulman
748A	""	Dr. Robert M. Shulman, Optometrist	Over 10	Robert M. Shulman

750	""	Mission Hill Liquor	Over 10	Mission Hill Liquor, Inc
754	""	901 Video	1 to 10	Marcel Sander
221	Longwood Avenue	MASCO Copy Center	1 to 10	BWH
221	""	Longwood Medical Area Federal Credit Union	1 to 10	BWH
221	""	Financial Planning Associates	1 to 10	BWH
221	""	Pat's Place	1 to 10	BWH
221	""	IMA Insurance Agency	Under 1	BWH
333	""	The Harvard Coop	1 to 10	CMC
333	""	BayBank	1 to 10	CMC
350	""	McDonald's	Under 1	CMC
350	""	Pizzaria Regina	Under 1	CMC
350	""	Mr. Chan's	Under 1	CMC
350	""	Warburton's	Under 1	CMC
350	""	Galleria Deli	Under 1	CMC
350	""	Herrell's Ice Cream	Under 1	CMC
350	""	Shawmut Bank	Under 1	CMC
350	""	Sami's	Under 1	CMC
350	""	Benetton	Under 1	CMC
350	""	The Inn at Children's	1 to 10	CMC
350	""	Sterling's	1 to 10	CMC
350	""	Medici's	Under 1	CMC
350	""	Longwood Lifestyles	Under 1	CMC
350	""	Tri-Travel	Under 1	CMC

350	""	Advantage Hair Stylists	Under 1	CMC
350	""	Locks and Keys, Inc.	Under 1	CMC
350	""	Milano	Under 1	CMC
1600 Tremont Street		Citgo	Over 10	Harvard College Pres.
1610	""	Bank of Boston	Over 10	Harvard College Pres.
1618	""	Oscor Drug	Over 10	Harvard College Pres.
1620	""	Sterling Dry Cleaning	Over 10	Harvard College Pres.
1622	""	Brigham Circle Coffee Shop	Over 10	Barry S. Siegel Trust
1628	""	New World Bank	Over 10	Barry S. Siegel Trust
1630	""	Calumet Market	Over 10	Barry S. Siegel Trust
1633	""	BayBank	Under 1	Francis L. Fabiano
19 Vancouver Street		Big Al's Pizza/ Subs	Over 10	Pauline Wong
2 Wait Street		Racines Pizza	N/A	Louis M. Campos
2A	""	Carmens Beauty Salon	N/A	Louis M. Campos

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MAP 1
1988 COMMERCIAL
INVENTORY BOUNDARIES

